



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of:

Sung Bae Jun et al.

Title:

Multiple Item User Preference Information Data
Structure and Method for Providing Multi-Media
Information

Application No.:

09/665,941

Filing Date:

September 21, 2000

Examiner:

Michael W. Hoye

Group Art Unit:

2614

Confirmation No.:

8915

Law Office:

Sidley Austin LLP

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Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Dear Examiner Hoye:

This is a Response to the Final Office Action dated February 5, 2007, for the above-referenced Application. Applicants respectfully request reconsideration of the Application in view of the following amendments and remarks.